Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended)

Claim 2 (cancel)

Claim 3 (cancel)

Claim 4 (cancel)

Claim 5 (original)

Claim 6 (currently amended)

Claim 7 (currently amended)

Claim 8 (currently amended)

Claim 9 (original)

Claim 10 (original)

Claim 11 (cancel)

1. (Currently Amended)

A method for enabling [[a]] an on-line merchant to tailor a response to a shopper's on-line interrogation, said software comprising:

ranking ~~the merchants~~ products of the on-line merchant at least partially based on ~~the number~~ a count of hits to product descriptions in the merchants database by an on-line ~~requests~~ request of the shopper specifying characteristics of a product desired by the shopper including using other weighting factors in the ranking for taking into account other adjustments to tailor the presentation, the other ranking factors including factors for the customer's buying preferences and product popularity;

modifying the ranking of at least one of the merchants products ranked by the ranking factors, which modification is by a weighting factor based on ~~the merchants~~ a marketing strategy of the merchant so that the ranking is in accordance with the following formula:

R = 1-n Rank Factors Score + n(SWF Factor)

where:

n is a number less than 1 representing the proportion of the adjustment applied to the SWF weighting factor

SWF = is the weighting factor value selected by the merchant

R = Rank; and

transmission software for providing to the shopper a presentation of products ~~to the customer~~ that presents the products in order of rank determined by both the initial ranking and the modification of at least one of the merchants products.

2. (Cancel)

3. (Cancel)

4. (Cancel)

5. (Original)

The method of claim 1 including modifying the ranking of a group of the merchants products based on the merchants marketing strategy.

6. (Currently amended)

The method of claim 5 including limiting [[the]] a highest ranked of the group for insertion into the presentation prior to application of the SWF Factor.

7. (Currently amended)

The method of claim 6 including transmitting the presentation on the Internet intermixed with products of other merchants where the products of all merchants is presented to the shopper in order of rank.

8. (Currently amended)

A computer software product on a computer usable medium for enabling [[a]] an on-line merchant to tailor a response to a shopper's on-line interrogations, said software comprising:

ranking computer code for ranking the merchants products of the on-line merchant based on the number a count of hits in product descriptions to on-line requests specifying characteristics of products described by the shopper;

weighting computer code for modification of the rank of at least one of the merchants products by the ranking computer code, which modification is based on ~~the merchants~~ a marketing strategy of the merchant so that the ranking of the at least one product is in accordance with the following formula:

$$R = 1\text{-}n\ [F\ (\%wTf + x\%Popularity + y\%LA)] + n\ (SWF\ Factor)$$

where:

n is a number less than 1 representing the proportion applied to the SWF factor

SWF = is the weighting factor for the merchants marketing strategy

w, x and y = proportions applied to the other weighting factors

Popularity = product popularity conforming to the raw weighting factor

LA = users past buying practice

Tf = Text Factors

F is a function of popularity, LA, T_f and w, x and y; and

transmission software for providing to the shopper a presentation of merchants products to the customer that presents a plurality of the merchants products in order of rank, where the rank of at least one of the products is determined by both the ranking and weighting computer code.

9. (Original)

The computer program product of claim 8 including other weighting computer codes for taking into account other ranking factors.

10. (Original)

The computer program code of claim 9, wherein the other ranking factors include the customer's buying characteristics and a product's popularity.

11. (Cancel)

12. (New)

An internet server containing software on a computer usable medium for enabling an on-line merchant to tailor a response to a shopper's on-line interrogations, said software comprising:

searching computer code responsive to an on-line request entered by the shopper;

ranking computer code for ranking products of the on-line merchant based on a count of hits in product descriptions to an on-line request of the shopper specifying characteristics of products described by the shopper;

weighting computer code for modification of the rank of at least one of the merchants products by the ranking computer code, which modification is based on a marketing strategy of the merchant so that the ranking of the at least one product is in accordance with the following formula:

$$R = 1\text{-}n\ [F\ (\%wTf + x\%Popularity + y\%LA)] + n\ (SWF\ Factor)$$

where:

n is a number less than 1 representing the proportion applied to the SWF factor

SWF = is the weighting factor for the merchants marketing strategy

w, x and y = proportions applied to the other weighting factors

Popularity = product popularity conforming to the raw weighting factor

LA = users past buying practice

Tf = Text Factors

F is a function of popularity, LA, T_f and w, x and y; and

transmission software for providing to the shopper a presentation of merchants products that presents a plurality of the merchants products in order of rank, where the rank of at least one of the products is determined by both the ranking and weighting computer code.